

12. An image on the display generated according to the method of claim 1.

13. A computer-implemented method for promotion of products within an electronic game, comprising:

displaying at least one graphical object identifying a promoted product, whereby the promoted product is brought to the attention of the player; and

in response to at least one action being performed by the player, modifying an operational parameter of the electronic game;

wherein the operational parameter is capable of enhancing the performance of the player.

14. The method of claim 13 wherein the speed of the player is enhanced.

15. The method of claim 13 wherein the power of the player is enhanced.

16. The method of claim 13 wherein the dexterity of the player is enhanced.

17. The method of claim 13 wherein the endurance of the player is enhanced.

18. The method of claim 13 wherein the promoted product is a good.

19. The method of claim 13 wherein the promoted product is a service.

20. The method of claim 13 wherein the promoted product is a contract.

21. The method of claim 13 wherein the promoted product is an interest in a real property.

22. A computer system which embodies the method of claim 13.

23. A computer program which, when executed by a computer, performs the method of claim 13.

24. An image generated on a display generated according to the method of claim 13.

25. A computer system comprising:

a display;

at least one processor in communication with the display;

at least one storage medium in communication with the processor;

wherein the processor operates at least a promotion engine based at least in part on instructions stored on the storage medium;

wherein the promotion engine conducts at least one promotion;

wherein the promotion includes displaying at least one promoted product on the display;  
and

in response to at least one action being performed by the player, modifying the instructions with respect to at least one operating parameter;

26. The method of claim 25 wherein the processor operates a graphics engine.

27. The system of claim 25 wherein the promotion engine conducts at least one promotion within a computer game.

28. The system of claim 25 wherein the promotion engine conducts at least one promotion before a player commences play of a computer game.

29. The system of claim 25 wherein the promotion engine conducts at least one promotion after a player completes play of a computer game.

30. The system of claim 25 wherein, in response to at least one action being performed by a player, the promoted product is selected.

31. The system of claim 25 wherein, in response to at least one action being performed by a player, the proposed product a player is purchased before, during, or after play of a computer game.

## ABSTRACT

A system and method for promotion and sale of products within computer games or simulations wherein at least one promoted product is brought to the attention of a player. Upon performing at least one action, the player may select a promoted product, receive information about the promoted product, achieve enhanced performance during game play, and/or purchase the promoted product. The various embodiments illustrate the promoted product may be anything from goods and services to contracts to interests in real property.